

## ABSTRAK

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### ANTESEDEN INTENSI WISATA KESEHATAN

( xvi + 83 halaman; 13 gambar; 21 tabel; 9 lampiran)

Penelitian ini bertujuan untuk mengetahui apa yang menjadi anteseden intensi masyarakat Indonesia dalam memilih luar negeri sebagai pilihan wisata kesehatan menggunakan pendekatan *theory of planned behaviour*, *electronic word of mouth (eWOM)*, dan *physical environment* sebagai dasar analisa dan mengembangkan hipotesis. Penelitian ini dilakukan secara kuantitatif dengan desain studi potong lintang. Model penelitian yang digunakan merupakan modifikasi dari penelitian terdahulu kemudian diuji pada populasi masyarakat berusia diatas 18 tahun dan berdomisili di JABODETABEK. Pengambilan sampel dilakukan dengan metode *purposive sampling* dan didapatkan sebanyak 145 responden. *Partial least squares – structural equation modelling (PLS-SEM)* adalah metode analisa yang digunakan dalam penelitian, dan didapatkan hasil adanya pengaruh positif antara *attitude*, *subjective norms*, *perceived behaviour control*, *eWOM*, dan *physical environment* terhadap *visit intention*. *Attitude* dan *eWOM* merupakan hal yang penting dalam mempengaruhi seseorang dalam berobat ke luar negeri.

Referensi : 48 ( 1961 - 2023)

Kata Kunci : Attitude, Subjective Norms, Perceived Behaviour Control, eWOM, physical environment, visit intention

## **ABSTRACT**

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### **ANTECEDENTS OF MEDICAL TOURISM**

( xvi + 83 pages; 13 picture; 21 table; 9 attachment)

The aim of this study is to seek the antecedent of Indonesian people in choosing treatment abroad using the theory of planned behaviour, electronic word of mouth (eWOM), and physical environment as the basis of the analysis and hypothesis development. This study was conducted quantitatively with a cross-sectional study design. The model used is a modification of previous studies and then tested on a population of people aged over 18 years and living in JABODETABEK. Sampling was done by purposive sampling method and obtained as many as 145 respondents. Partial least squares–structural equation modelling (PLS-SEM) is the analytical method used in this study, and the result shows that there is a positive influence between attitude, subjective norms, perceived behaviour control, eWOM, and physical environment on visit intention. Attitude and eWOM are important things in influencing someone to seek treatment abroad.

Reference : 48 ( 1961 - 2023)

Key words : Attitude, Subjective norms, Perceived Behaviour Control, eWOM, physical environment, visit intention, PLS-SEM